Monday, April 7, 1986

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

Infighting at Xerox behind ouster of Needham

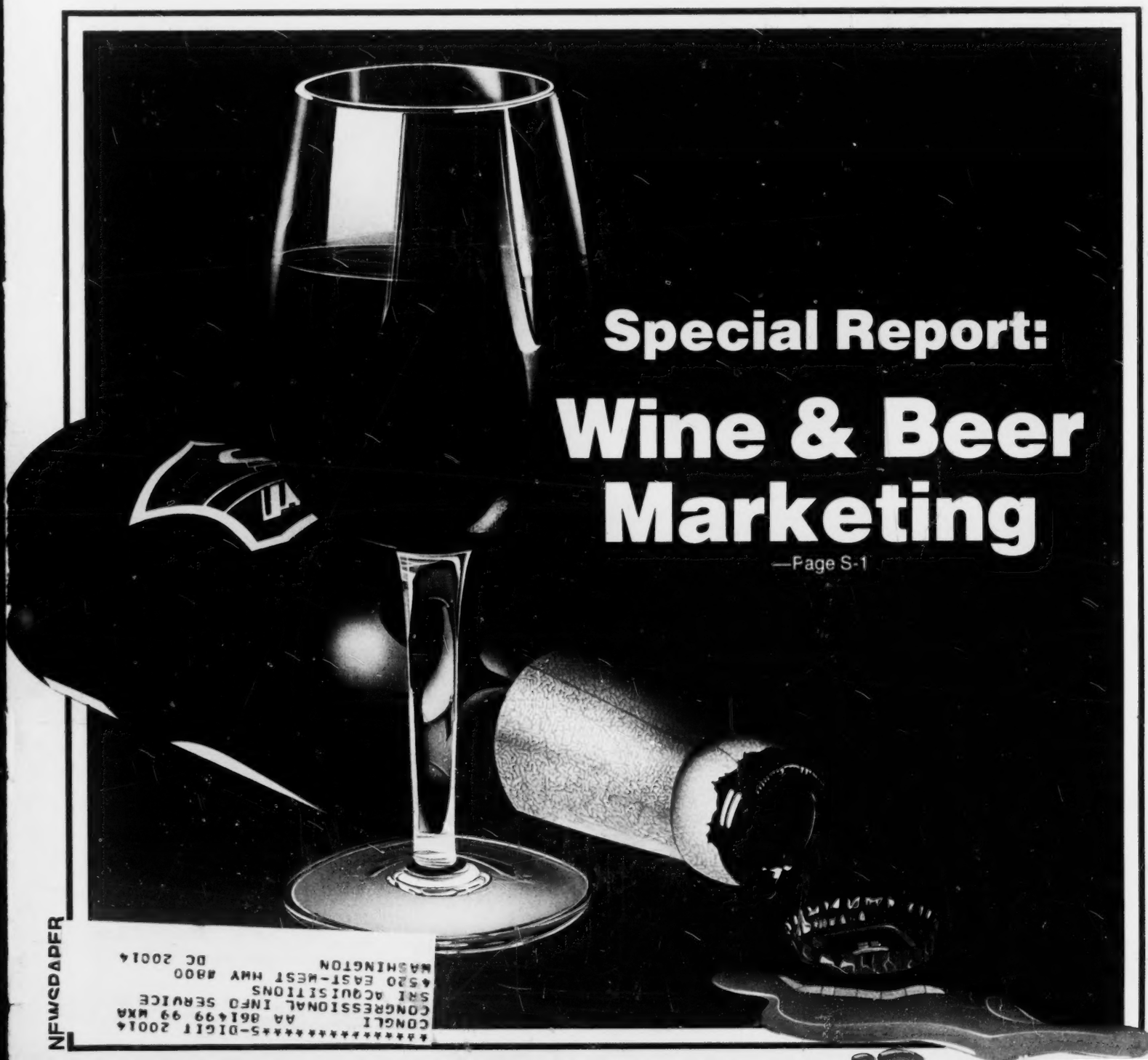
— Page 1

Hill, Holliday makes move toward public stock offering

— Page 3

UPC codes checking out new upscale retail market

— Page 3



Special Report:

Wine & Beer Marketing

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HIGHLIGHTS

Nets on Nielsen's case 1
A.C. Nielsen Co., under pressure from the Big 3 tv networks, is considering reversing its decision to drop diaries this September in favor of the electronic people meter. Nielsen will present to all three networks the cost of running the diaries for another year, and if the networks pick up the tab, Nielsen will publish both diary and people meter results for the 1986-87 broadcast year.

Xerox clash led to Needham exit 1
A collision of cultures between Xerox Corp.'s corporate and products advertising groups apparently left its marketing in a stalemate that could only be resolved by dismissing Needham Harper Worldwide and starting fresh.

A public occurrence 3
Public ownership of ad agencies will take a new twist when Hill, Holliday, Connors, Cosmopulos comes to the market. HHCC would be the first regional agency to sell stock publicly.

Whittle, Moffitt split 3
The decision by Chris Whittle and Phillip Moffitt to split ownership of 13-30 Group and Esquire Magazine Group ends a partnership of nearly two decades, during which they built a student magazine into a $115 million empire.

Kurnit the advocate 6
After deciding the "most meaningful" thing he has done in his long advertising career was a public service campaign for high blood pressure that helped reduce strokes among black women, Shep Kurnit will leave the general agency business to concentrate on advocacy.

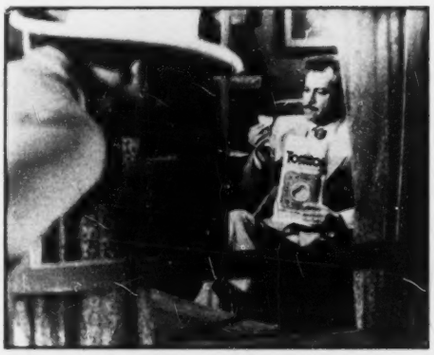
Holding on to Huggies 12
Kimberly-Clark Corp. continues searching for new products that can lessen the company's financial dependence on its successful Huggies line while trading on the Huggies name.

Rating the agencies' tv picks 24
It was as tough for ad agency experts to predict how viewers would respond to the new-for-fall 1985-86 prime time series as it is for handicappers to pick winners at the racetrack. But now that the winners are apparent, it can be seen that some pickers did well, and some didn't.

Champale branches out 34
Champale malt liquor is expanding beyond its working-class base with a slick, $3.5 million ad campaign breaking April 7 featuring a stable of sophisticated "party animals." The campaign, the first since Champale Inc. moved its account to North Castle Partners, attempts to grab more of the upscale 21-to-34-year-old segment.

CATEGORY REVIEW

Heating up breakfast 4
Rather than allow fast-food chains to take over the breakfast market, frozen-food marketers are making the breakfast entree category one of the fastest-growing sections of grocers' freezers.



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Tracy a hit for Tostitos 40
An unlikely combination of Tostitos and beer, a shootout and dead men stands behind last year's Clio-winning campaign, done by Tracy-Locke, for Frito-Lay's Tostitos snack chips. It put spokesman Fernando Escandon smack dab in the middle of scenes from "Leave It to Beaver," "Dragnet" and "Mr. Ed."

Making food come alive 52
When Hirotsugu Aoki plays with his food, he gets paid for it. This man can make a kaiser roll that cowers, a chicken that towers, a lobster that reaches out for a hug. His job is to make the impossible seem cute.

NEW PRODUCTS

Ice cream's comin' 88
Warmer temperatures last month had people thinking early about summer, and food marketers did their part to inspire such thoughts with the news that at least 10 new ice cream or frozen novelty items are on the way.

INTERNATIONAL

Y&R after Ford U.K. account 62
Young & Rubicam is believed to be targeting the $30 million Ford U.K. account now with Ogilvy & Mather, following its gain of the $40 million Ford account from J. Walter Thompson Co. in Germany.

Muggeridge decries advertising 63
If you're looking for a scathing view of modern advertising and media, listen to 83-year-old Malcolm Muggeridge, world famous British journalist and author.

Canadians on Madison Avenue 63
Mediabec, a Montreal advertising agency, and Germain, a Toronto shop, are mounting aggressive plans to tap into the lucrative U.S. market, and hope to establish a name for themselves on Madison Ave. within the next two years.

OTHER NEWS

CPM, a $140 million Chicago-based media-buying agency, is acquiring the Media Connection, a New York market research boutique, to become a full-service marketing/media company. Page 4.

The jury is still out on Quaker Oats Co.'s test of a series of four health-related tv spots for its cereal. The commercials claim Quaker oatmeal helps reduce blood cholesterol, and they link high cholesterol levels with heart disease. Page 34.

Amana Refrigeration last week broke its first brand-image advertising in five years and perhaps its timeliest campaign ever. The appliance maker launched a series of five 30-second spots less than a week after two of its competitors announced plans for the industry's second major merger in a month. Page 39.

Scientific American Inc.'s decision to post a for-sale sign was an acknowledgment of pressures ranging from disappointing advertising results to business-side turnover to the mergermania that has seen many other privately held publishers bought by larger concerns. Page 79.

The Chiat/Day award count kept mounting at the Advertising Club of Los Angeles' 20th annual Belding Awards. The agency received 12 of the 35 Belding bowls awarded. Page 91.

CAMPAIGNS BREAKING

Ralston Purina today breaks its $11 million network tv campaign for Ghostbusters cereal, a children's presweetened cereal. A 50¢-off newspaper freestanding insert also breaks today. MCA Advertising, New York, handles (AA, Feb. 10).

The Sporting News, St. Louis, today breaks a 16-week summer baseball campaign featuring Chicago White Sox pitcher Tom Seaver and Atlanta Braves outfielder Dale Murphy. Ads via Clark Direct Marketing, New York, appear on spot and cable tv (AA, Dec. 16).

SPECIAL REPORT

Wine and beer marketers are scrambling to keep consumption on at least an even keel. Beer and wine consumption was down slightly in 1985 compared with 1984, even while producers were spending more on advertising. Special Report examines tactics such as wine tastings and special events sponsorships used to promote sales.

Cover illustration by Ted Gadecki.

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UT plans to bring accounts together

By STEWART ALTER

United Technologies Corp., a $16 billion diversified corporation with many divisional ad agencies, plans to bring all its advertising together at one location and assign it to a single agency.

"We will consolidate all of our division advertising at corporate offices beginning in 1987," and plan "to appoint a single agency for all U.S. advertising at the corporation," said Gerald Nason, advertising manager.

Except for Carrier Corp., all of UT's advertising is in the business-to-business category. While some sources said the total budget for the consolidated account would expand to about $25 million, Mr. Nason maintained that was "sub-

(Continued on Page 92)

ARCO pumps go automatic

By BRIAN LOWRY

LOS ANGELES—Atlantic Richfield Co. will implement the first fully automated debit-card system at 575 of its 1,700 AM/PM Mini-markets in June.

The nation's sixth-largest gasoline distributor is installing automated teller machines, which don't require a clerk, on service islands at gas stations in California and Nevada. The balance of ARCO's locations, in California, Arizona, Washington and Oregon, will add the atms in 1987. ARCO is the No. 1 gas marketer in its five-state operating territory.

The cooperating banks, providing a customer base of 15 million cards, include Bank-

(Continued on Page 94)

West Coast news

Pioneer to merge accounts

Pioneer Electronics Corp., Long Beach, Cal., will consolidate its total $10 million-to-$12 million account at one of its two agencies, Dancer Fitzgerald Sample, Torrance, Cal., which now handles audio products, or Altschiller Reitzfeld, New York, video products. The consumer electronics marketer will hear presentations from the two contenders this week. At the same time, DFS resigned the $1 million-plus Tatung Co. of America account, fearing possible

(Continued on Page 92)

CATEGORY REVIEW: FROZEN BREAKFASTS

Hottest breakfasts are found in freezer

Food marketers fight fast-food

By JULIE FRANZ

Rather than allow fast-food chains to take over the breakfast market, frozen food marketers are making the breakfast entree category one of the fastest-growing sections of grocers' freezers.

Sales of frozen breakfast entrees have skyrocketed during the last five years, up 154.6% to $103.1 million in 1985 compared with 1980, according to Time Inc.'s Selling Areas-Marketing Inc. Total frozen breakfast-food sales, including entrees, french toast, pancakes and waffles, rose to $339.2 million last year, up 93% from 1980.

Last year alone, frozen breakfast-entree sales rose 29%, while the total category grew 18%. Frozen breakfast entrees, french toast and pancakes and toaster items have led the list of hot breakfast categories, while frozen quiche and pancake batter and frozen pastry item sales are down, according to SAMI.

ConAgra Frozen Food Cos. and I.C. Industries' Pet Inc. are test-marketing entries in the category and others are expected to join, if only to keep Campbell Soup from building an insurmountable lead. Sales of Camden, N.J.-based Campbell's Great Starts frozen breakfasts—marketed under its Swanson's name—rose 18% last year to $50 million, giving the brand nearly a 50% share of the frozen breakfast-entree market and a 33% share of the total frozen breakfast category. (Great Starts tonnage sales grew 107% from August, 1981, to July, 1985, the company says.)

Campbell had frozen breakfast entrees in some form for almost 15 years before repositioning the line in 1984 and branding it with the Great Starts name. The brand now has two lines: Full entrees and breakfast sandwiches.

The entrees cover the traditional breakfast foods, including pancakes and sausage, french toast and sausage and scrambled eggs with potatoes and sausage. The line has been getting advertising support in general ads for Swanson frozen foods, but will receive its own spot tv and print promotion this year, said Archie van Beuren, Great Starts' marketing manager. The line is priced in the $1.19-to-$1.29 range.

The four-item breakfast sandwich line will move into national distribution this year from regional distribution in the Central states, Mr. van Beuren said. The line includes two English muffin-based products and two biscuit-based products. Ogilvy & Mather, New York, handles the Great Starts brand.

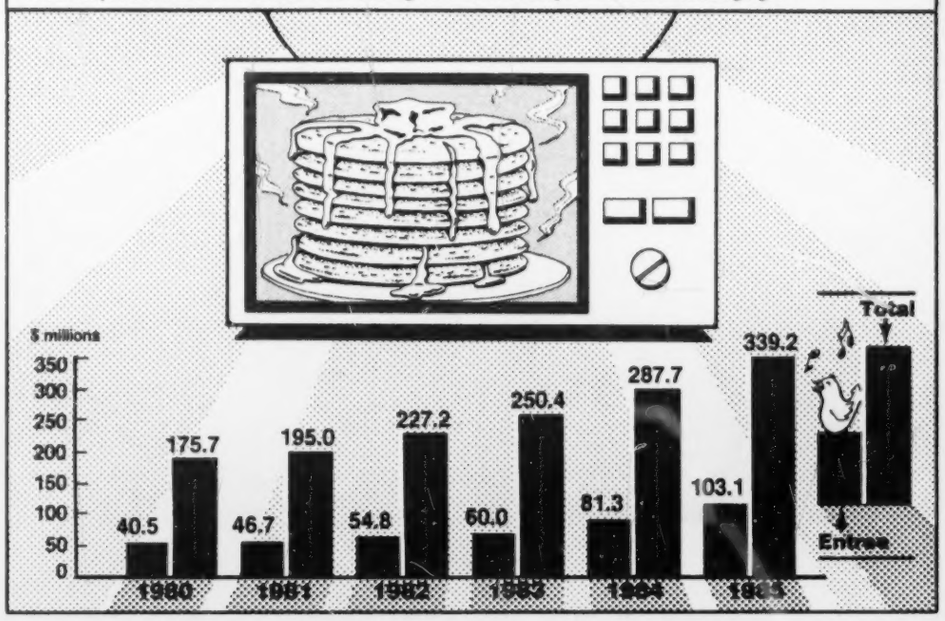
Campbell already is seeing competition from ConAgra, which is testing Banquet Cafe Classics, and Pet Inc.'s test of Downyflake Breakfast Classics. Mr. van Beuren says he expects others to join. Food marketers "look for the big-growth categories from SAMI and then run into each other getting into the market," he said.

Chicago-based Quaker Oats is a logical competitor with its Aunt Jemima frozen products, Mr. van Beuren said. R.J. Reynolds Indus-

(Continued on Page 98)

Frozen breakfast food market shares

Frozen breakfast entree sales are heating up, growing 155% in the past five years to $103.1 million in 1985. Total frozen breakfast product sales have increased 93%, hitting $339.2 million last year. *Source: Advertising Age.*



WHO PUT BAKING SODA IN THE REFRIGERATOR?

We'd like to put your upcoming success in headlines, too. The same techniques that put Baking Soda in more than thirty million refrigerators developed new Alka Mints for Alka Seltzer, Sunkist Vitamin C tablets for Rexall, and new S.O.S Oven Pads . . . can also work for you.

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Media-buying agency seeks to expand role

CPM acquires researcher

By VERNE GAY

CPM, a $140 million Chicago-based media-buying agency, is acquiring the Media Connection, a New York market research boutique, to become a full-service marketing/media company.

The move is unusual and risky. Media-buying agencies traditionally have taken a back-seat role in their clients' marketing plans, instead preferring to concentrate on media planning and buying.

The risk is CPM's intention to play a central role in developing its clients' over-all marketing and creative strategies. That would represent a direct challenge to its clients' agencies. CPM also has several agencies as clients.

"There are very few clients who have turned to us for media planning—they usually turn to their agencies," said CPM president Norman Goldring. "We're taking a proactive stance to become the marketing agency of record."

Agencies have failed to supply adequate marketing information to their clients, said Larry Silverman, formerly president of Media Connection and now exec vp-director of marketing for the merged entity. That's because agencies' profit structures are "dramatically opposed to efficient media buying," he contended.

As a result, agencies produce media plans without insight into a product's marketing needs, he argued. CPM's strategy is to develop a client's marketing plan "that buys against competitors and potential buyers rather than just against 'body counts,'" and ultimately to have a role in developing the creative, Mr. Silverman said.

"Agencies haven't developed or funded enough marketing expertise," Mr. Silverman said. "Why? Because their business is based on their percentage fee. If a client had the choice of spending $50 or $50,000 on a creative storyboard, they'll spend $50,000 because they think that will get them the best."

CPM's move comes at a time when some other media-buying services are stepping up efforts to enhance their services, specifically marketing functions.

New York-based Vitt Media, for example, offers clients a "second-opinion" service that monitors marketing or media campaigns.

Western International Media Corp., Los Angeles, creates tv syndication ad vehicles for its clients.

CPM, which handles some of the media buying for Upjohn Co., Beecham Cosmetics, Walgreen Co. and General Electric Co.'s appliance division, is buying the Media Connection for about $1.8 million.

The small company, founded 4½ years ago by Mr. Silverman, a one-time agency executive, specializes in a research system that determines product use on a neighborhood basis in cities, relying heavily on the Prizm research system.

In a recent project for Canandaigua Wine Co.'s Sun Country Wine Coolers, MC determined wine cooler consumption habits based on life-style and geographic patterns. The creative campaign, by Towne, Silverstein, Rotter, New York, was ultimately based on the research.

U.S. NewsWatch

Marketing news from regional centers across the country

ST. LOUIS—**KangaROOS USA** is marketing Chicago Bears' William Perry-inspired "Refrigerator" shoes to retailers for the back-to-school season. Kenrick Advertising handles.

BOSTON—**Infoplus** this fall will introduce Yellow Pages Plus in eastern Massachusetts and Rhode Island. The directory includes a central telephone number that consumers can call for prerecorded information about advertisers. Ingalls, Quinn & Johnson handles.

DEERFIELD, ILL.—**Duraclean International**, a carpet and upholstery cleaning service, airs its first tv spot next week in Cleveland; Flint, Mich., and Tampa, Fla., via A. Eicoff & Co., Chicago.

NEW YORK—**Philip Morris Inc.** said a coalition of tobacco marketers, restaurateurs, retailers and labor groups is being formed here to oppose a proposed local anti-smoking ordinance.

NORWALK, CONN.—**Campbell Soup Co.'s** Pepperidge Farm is testing in Colorado and Florida American Collection, five types of chunky cookies. PF is testing frozen, cholesterol-free pound cake

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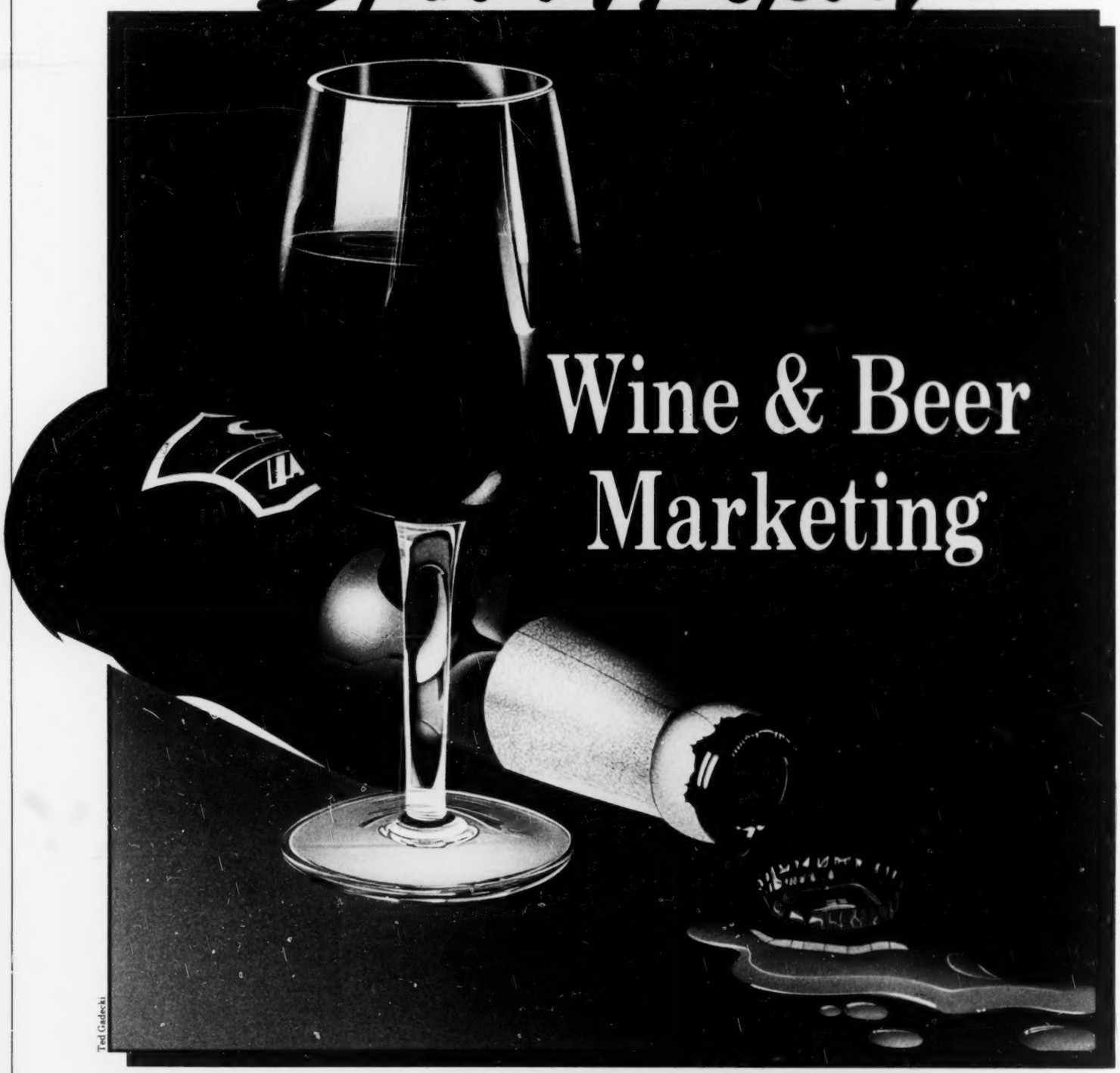
Special Report



Wine & Beer Marketing

Ted Gadecki

Drop in consumption a sour note for industries

By Len Strazewski

Consumption tells the tale and the story is not a happy one for wine and beer marketers.

Americans are drinking more soft drinks, 44.5 gals. per capita in 1985, up from 42.4 gals. in 1984, and more bottled water, 5.2 gals. per capita in 1985, up from 4.6 gals. in 1984, according to beverage industry analyst John C. Maxwell of Laidlaw Ansbacher in New York.

But they are drinking less beer, 23.8 gals. per capita in 1985 compared with 24.0 in 1984, and about the same amount of wine, 20.1 gals. in 1985 compared to 20.0 gals. in 1984.

And the wine and beer industries are spending more just to keep the consumers they have. Advertising expenditure figures for the first six months of 1985, compiled by *Impact*, an industry newsletter based in New York, show both wine and beer producers spending more than 17% ahead of the 1984 pace.

Beer advertisers led with about $269.5 million in the first half of 1985, up 17.9% from the similar period in 1984. Wine advertisers spent $67.3 million in the first half, up 17.5% from the similar period in 1984.

Of the two beverage categories, the wine industry seems to be in the better position. The total U.S. wine market, as measured in the sale of 9-liter cases, increased during the first half of 1985, to 113.2 million cases, up 3.6% from the similar period in 1984, according to *Impact*.

However, wine industry sources are not proud of the results. Most of the growth in the category was a result of the rapid growth of wine coolers, a fruit juice and wine blend. Excluding wine cooler sales, the total wine market shrunk 7%, to 96.8 million cases, in the first half of 1985, and excluding wine cooler advertising, total wine in-

(Continued on Page S-2)

Scott Hume, Advertising Age Chicago bureau chief, and reporter Patricia Winters also contributed to this story.

Alcoholic beverage ad expenditures
First six months 1985*
(thousands of dollars)

Category	1985	Per cent change
Wine	$67,302.8	17.4%
Distilled spirits	114,232.0	−4.7
Beer	269,508.7	17.9
Total	$451,043.5	11.2%

*Includes media in LNA seven media total (network radio, spots, network and cable tv, magazines, outdoor and newspaper supplements), which does not contain data on spot radio or newspapers

Source: LNA, BAR and Impact Databank

Consumption drop a sour note

(Continued from Page S-1)
dustry advertising fell 15.3%, to $46.8 million, for the first half of 1985.

The cooler market grew 216%, to 16.4 million cases in the first half of 1985 and though wine cooler production helped soak up excess U.S. wine, wine industry leaders do not believe the product reflects greater consumer interest in wine.

"When the smoke clears, even though wine coolers are using up a fair amount of wine, they are not really part of the wine market," says Jack Davies, chairman of the Wine Institute, San Francisco, and owner of Schramsberg Vineyards and Cellars, Calistoga, Cal. "Wine coolers are marketed like beer and, properly, they are more allied with the beer market."

Additional market research conducted by New York-based research company Oxtoby-Smith for the Wine Institute and released only to the California wine trade indicates that, excluding wine cooler drinkers and very occasional table wine drinkers, consumers are showing less interest in wine.

Only about 35% of the adult population drinks wine at least monthly and of that group, 43% are drinking less wine and only 26% are drinking more wine. Over a five-year period, however, frequency of consumption is up, but compared with last year, frequency of consumption is flat.

And, according to portions of the study read to Advertising Age, only a little more than half of the regular wine consumers say wine is their preferred alcoholic beverage, and 40% say wine is "not as special as it used to be."

The wine industry has few plans to fight slipping consumption, but some wine makers say steps must be taken to improve distribution. If more quality products reach consumers, they believe consumption will increase.

"We have got to start providing more support to our distribution system, and even though the net effect will be to raise the costs of production, it may be time for wineries to buy some national advertising," says Allen Hemphill, president of Chateau St. Jean Vineyards & Winery, Kenwood, Cal.

Chateau St. Jean plans to increase promotional spending and may unveil a national advertising campaign in 1987.

Though the beer industry reports similar consumption problems, the domestic brewing industry is still huge. U.S. brewers sold 180 million bbls. in 1985, or more than 5.6 billion gals. of beer.

And according to recently released sales statistics compiled by *Impact* for the top 10 beer brands, which account for 66.5% of the U.S. beer market, sales for 1985 rebounded over the previous year. Total sales of the top 10 was 121.9 million bbls., up 3.8% from 1984. St. Louis-based Anheuser-Busch led producers with substantial gains among three of its labels in the top 10 with its largest seller, Budweiser, up 3.8%, Busch up 18.5% and Bud Light the leading gainer with an increase of 31.7%.

Only three labels lost sales, an improvement over 1984, when six of the top 10 reported losses. The biggest loser was Miller High Life from Miller Brewing Co., Milwaukee, down 11.7%; Stroh's from Stroh Brewery Co., Detroit, down 5.7%, and A-B's Michelob, off 1.5%.

Two other beer market segments, imports and microbreweries, are both reporting substantial gains. Microbrewery production has nearly quadrupled from 27,000 bbls. in 1984 to 90,000 bbls. in 1985 and observers expect continued growth this year.

Brand statistics for imported beer in 1985 are not yet available, but according to "Beer Marketers Insights," a West Nyack, N.Y.-based brewing industry newsletter, the imported beer segment in 1985 showed a healthy 10% growth, to 245.4 million cases and 4% of U.S. beer sales. Heineken, imported by Van Munching & Co., New York, probably held its traditional rank as the nation's best selling import.

The fastest growing import, according to "Beer Marketers Insights," is Corona Extra, imported by Barton Brands, Chicago *(see related story)*.

The brand battles continue with very few changes in marketing strategy to combat slipping consumption; however, major labels are increasing their commitments to sports promotion as well as their ad spending *(see related story)*.

Beer marketers put most of their increased ad spending into tv, which was up 14.8%, to $240.3 million, in the first half of 1985, and network radio, which was up 32.8%, to $4.3 million. Beer marketers, however, reduced over-all outdoor advertising spending 23.2%, to $5.6 million for that period.

Wine advertising analysis

First six months 1985 vs. 1984 (thousands of dollars)

Category	1985	Per cent change
Total wine	67.0	17.4%
Less wine coolers	20.5	+
Total wine less coolers	46.7	−15.3

Sources: LNA, BAR, Impact Databank

Wine coolers propel market

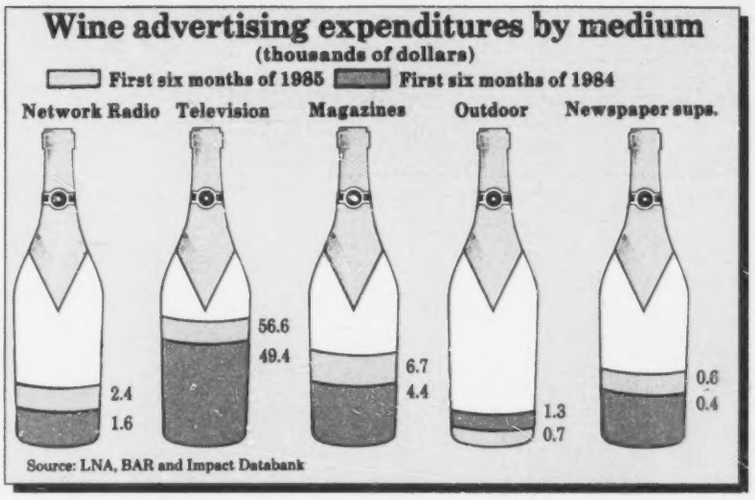
First six months 1985 vs. 1984 (millions of cases)

Category	1985	Change
Total wine market	113.2	3.6%
Wine coolers	16.4	216.0
Total wine less coolers	96.8	−7.0

Source: Impact Databank

Wine advertising expenditures by medium

(thousands of dollars)



Source: LNA, BAR and Impact Databank

Top 10 U.S. brews

(millions of bbls.)

Brand	1985	Change
1 Budweiser	45.9	3.8%
2 Miller Lite	18.7	3.9
3 Miller High Life	12.1	−11.7
4 Coors	8.5	1.2
5 Old Milwaukee	7.5	5.6
6 Michelob	6.4	−1.5
7 Busch	6.4	18.5
8 Coors Light	6.0	27.7
9 Bud Light	5.4	31.7
10 Stroh's	5.0	−5.7

Source: Impact Databank

Top 10 wine advertisers

First six months, 1985 vs 1984 (thousands of dollars)

Company	1985	1984	Per cent change
1 Jos. E. Seagram & Sons	$16,647.1	$ 7,020.6	137.1%
2 Villa Banfi, U.S.A.	8,750.2	7,214.0	21.3
3 E & J Gallo Winery	8,539.4	14,117.1	−39.5
4 California Cooler*	6,431.1	1,375.7	+
5 Heublein Inc.	5,937.6	9,195,9	−35.4
6 Almaden Vineyards	3,047.1	5,761.7	−47.1
7 Canandaigua Wine Co.	2,862.3	951.0	201.0
8 Brown-Forman	2,776.1	1,043.9	165.9
9 Schieffelin	2,487.9	515.7	+
10 Renfield Importers	2,345.1	1,237.7	84.1

*Purchased by Brown-Forman, July, 1985 Source: LNA, BAR and Impact Databank

Exchange rate boosts imported wine prices in U.S.

By Claire Wilson

American wine lovers will find fewer French wine imports at slightly higher prices this year —thanks to a 30% drop in the exchange rate of the U.S. dollar.

Import prices had been low as the U.S. dollar hit an all-time high in early 1985. As a result, imported wine sales also hit new highs in 1984 and early 1985.

Imported wine accounted for 59.9 million cases in 1984, up 8.8% from 1983, and the category had 25.8% of the over-all wine market, according to New York-based *Impact*, an industry newsletter. Statistics for the first six months of 1985 indicate an almost equal shipment pace.

But the latest currency fluctuations are reversing this trend, industry sources say. As a result, French imported wine prices will be higher.

"The decline of the dollar will undoubtedly have a negative effect because the American market is so very price sensitive," says Philippe Heilbronner, chairman of RNSA, Paris, holding company for Nicolas, one of France's largest distributors of wines and spirits. Nicolas had $10 million in retail sales in the U.S. in 1985 from 300,000 cases shipped.

The import market in the U.S. will be even more competitive than it was in 1985, sources say. French wines will be competing with Italian wines for space on U.S. retail shelves. Also, California wines will grow more competitive with imports.

The currency fluctuations also may affect the French domestic market. Americans, industry sources say, will be able to afford to export. Wine coolers may even make an appearance in France.

Some trends, however, mitigate the impact of the price increases for French marketers.

The hardest hit segment of the market will be the lower price wines, whose profitability is based on volume. While these lower price French table wines have gained some market share in the U.S. in recent years, the majority of French wines imported to the U.S. are higher quality, higher price wines.

In 1985, the wholesale value of French table wines exported to the U.S. was $45 million, while exports of premium wines, not including Champagnes, were valued at $280 million, says Olivier Desforges, sales and marketing manager at Societe Des Vins De France (SVF) in Paris, the country's largest wine marketers. SVF has about 11% of the wine market in France, followed closely by Nicolas. SVF had U.S. retail sales of about $2.9 million in 1985 from 80,000 cases shipped.

American premium wine lovers are not likely to give up their fine French wines because of small price changes, he says.

Last year's releases were considered particularly good in quantity and quality, so producers increased prices, even before the sinking of the dollar. As a result, French wine producers appear only mildly concerned about slackening U.S. wine sales; however, they are concerned about a shift in wine consumption.

U.S. over-all wine consumption, excluding booming wine coolers, is down, and consumption in traditional wine countries, such as France and Italy, is also down. However, countries not traditionally strong wine consumers, such as the U.K. and Japan, are increasing consumption.

If French wine producers want any growth in the U.S. in 1986, they had better expand brand marketing and advertising, Mr. Desforges says.

French producers have benefited from the strong dollar through opportunity selling and have not established firm positions in the market, he says. Few French wines have any kind of strong brand identity that will keep them selling with consumers despite seesawing prices.

In general, wine marketers are small companies or chateaus with no money for advertising, he says.

The situation is not likely to change soon and SVF only recently has begun to market its brands in France. The company, acquired by spirits marketer Pernod Richard last year, plans to concentrate on export marketing eventually.

Claire Wilson is an Advertising Age correspondent in Paris.

Mexican brews the hot category in imports

By Patricia Winters

In 1979, when John Travolta was a box-office smash and disco was king, Chicago-based Barton Brands received the assignment of importing to the U.S. a popular Mexican beer called Corona Extra brewed by Cerveceria Modelo S.A.

> ***"In the imported beer field, it's a great advantage to be close to the main markets in the United States."***
>
> **Paul Lohmeyer**
> **All Brands**

Barton revamped Corona's dusty, surrealistic image to a sleeker, more upscale look. A brown bottle with gold foil label replaced the long-necked clear bottle with blue painted label. But after two years in the market, the product failed.

"We had virtually no success at all," says Ellis Goodman, Barton Brands president and chief executive officer.

So Barton returned to the original look and image of Corona for a test in Texas in 1981, when the western look was sweeping the country. The brand started to catch on. Today, the entire Mexican import category is skyrocketing.

Corona is the fastest growing imported beer in the U.S. and the No. 1 Mexican imported beer, even though it is is not yet distributed along the East Coast. Last year, Corona moved from eighth to fifth on the top 10 best selling imported beer list, surpassing longtime Mexican import leader Dos Equis, brewed by Cerveceria Moctezuma S.A. Sales of Corona jumped from 1.7 million cases in 1984, to 5.2 million cases last year, according to "Beer Marketers Insights," an industry newsletter based in West Nyack, N.Y. The brand has surpassed imported beer king Heineker, brewed by Heineken Brouwerijen B.V. and imported by Van Munching Co., New York, as the most popular import in Texas and is coming close to toppling other brands in Southern California.

"I've been in this business for 25 years, and I've never seen anything like it," Mr. Goodman says.

With little advertising, and in some cases only regional distribution, the Mexican import segment is booming. While the imported beer segment in 1985 showed a healthy 10% growth to 245.4 million cases, about 4% of the total beer market, Mexican imports grew 67% to 11.3 million cases, according to "Beer Marketing Insights."

While much of that growth can be attributed to Corona, marketers of Corona's chief Mexican competitors—Dos Equis and Tecate, brewed by Cerveceria Cuauhtemoc S.A. — also report sales increases.

"It's just one of those crazy things that no one really understands," says Benjamin Steinman, "Beer Marketing Insights" executive editor. "And the trend doesn't seem to have peaked."

The trend is blazing eastward. All Brand Importers, New York, which imports Dos Equis, Superior and Noche Buena east of the Mississippi (Moctezuma Imports handles brands west of the Mississippi), says 1985 was its best year for the brands.

Increased travel to Mexico has helped build awareness. Many who sample beer such as Corona or Dos Equis while traveling in Mexico continue to drink the brands at home, importers say, and Mexico's close proximity to the U.S. doesn't hurt.

"In the imported beer field, it's a great advantage to be close to the main markets in the United States," says Paul Lohmeyer, All Brands president. "I think there's also a growing awareness about how good Mexican beer is, and there's quite an interest in Mexican food and spicy food in general."

With all the elements working in favor of the Mexican segment, marketers have decided now is the time to beef up advertising and promotion. Barton Brands expects to spend $3 million to support Corona, while chief competitors Wisdom Import Sales Co., marketer of Tecate, and Moctezuma Imports, marketer of Dos Equis, both located in Irvine, Cal., intend to spend about $4 million to back their Mexican brands.

Both Wisdom and Moctezuma are hoping to capitalize on Corona's success with similarly positioned brands.

Barton Brands launches print, radio and outdoor advertising in major western markets in April featuring the theme "Cross the border to Corona Extra—Mex-

Brian Lowry, a Los Angeles-based Advertising Age reporter, also contributed to this story.

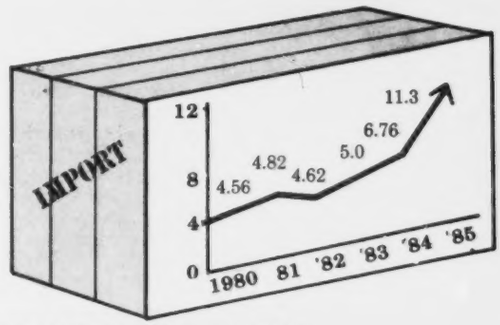
If this is your idea of the perfect customer...

Mexican import Corona isn't keeping quiet about being the most popular import in Texas, even surpassing the import beer king Heineken.

ico's Number One beer" via Dawson, Johns & Black, Chicago.

Last year's campaign, using the same theme, was pulled soon after launch because demand for the beer was exceeding supply. Barton now says its supply situation is under control, and it is slowly moving the brand eastward toward national distribution. Barton now sells Corona in about 22 states west of the Mississippi and will move into some East Coast markets this year. Barton expects sales of about 7.5 million to 8 million cases in 1986.

Mexican beer imports rise
(in millions of cases)



Source: Beer Marketer's INSIGHTS, W. Nyack, N.Y.

Barton will continue to focus on its key 21-to-34-year-old consumer segment. Last year Barton signed singer-songwriter Jimmy Buffet as spokesman and sponsored his nationwide tour. This year's radio spots will feature an original Buffet song for Corona.

"Our strategy is to position Corona as being what Mexico is all about," says Michael Mazzoni, Barton exec vp and general manager. "We are associating Corona with the best things in Mexico."

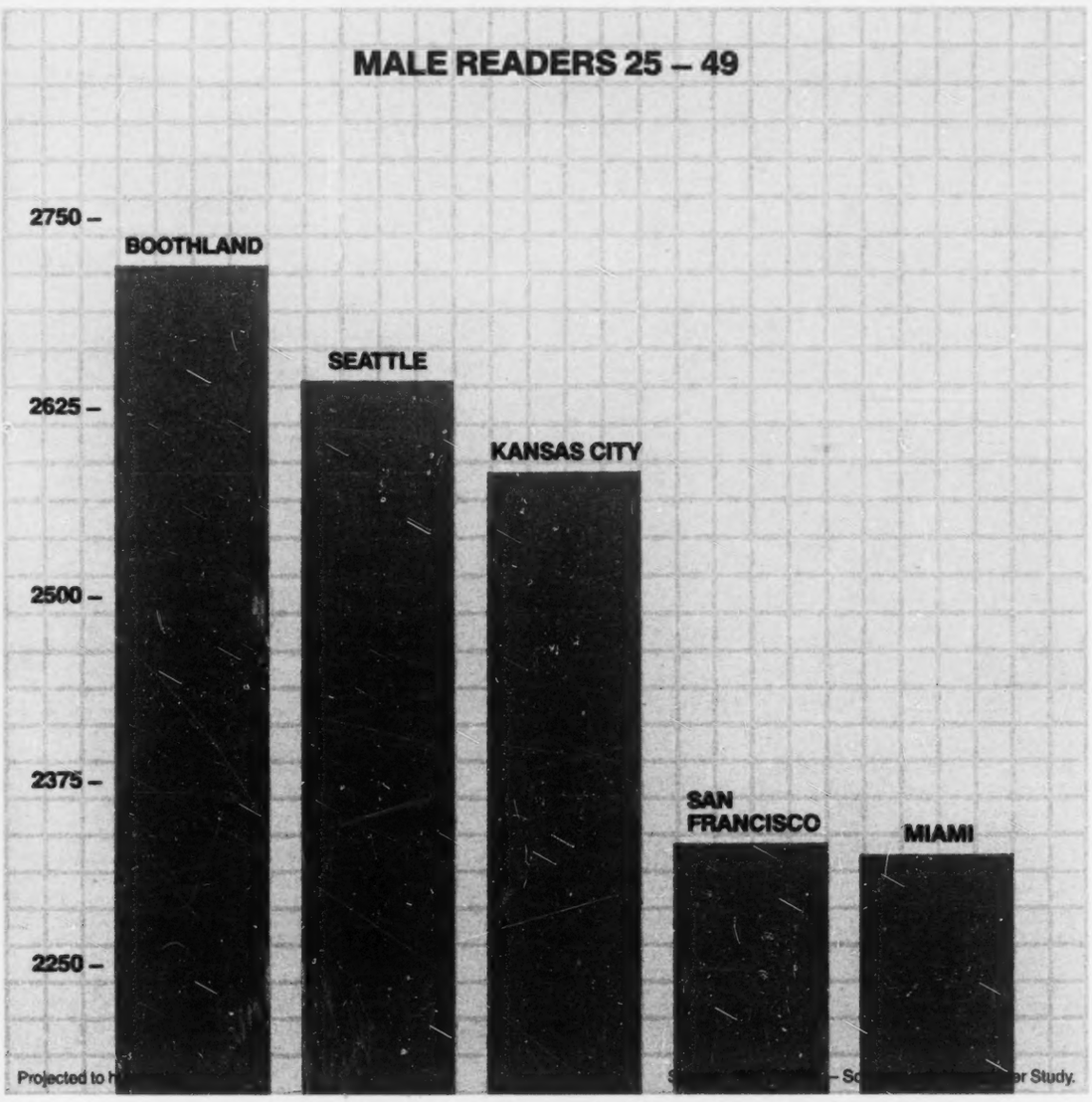
While sales of all Mexican brands were up last year, some industry observers believe Dos Equis sales in the West were hurt by Corona. Perhaps as a result, Moctezuma has developed its own dual strategy for growth. The company is broadening the target audience for Dos Equis, the nation's second best selling Mexican beer, while at the same time taking a rifle-shot approach for its new import, Hussong's Cerveza Clara, which is positioned directly at Corona.

> ***"Our feeling this year is to go for a younger base . . . . We want to bring new, entry-level beer consumers into the fold."***
>
> **Martin Johnson**
> **Moctezuma**

The strategy is backed by new creative developed by Moctezuma's new agency, Grey Advertising, Los Angeles.

"The industry is so competitive, we felt it was time for a new creative thrust for Dos Equis," says Martin Johnson, Moctezuma marketing director. Dos Equis will focus more on radio and outdoor than on print advertising, he says. Dos Equis strategy is to set itself apart from all other Mexican beers. Once a hot trendy beer like Corona, the brand is now mature

(Continued on Page S-10)



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Ann Arbor News · Bay City Times · Flint Journal · Grand Rapids Press
Jackson Citizen Patriot · Kalamazoo Gazette · Muskegon Chronicle · Saginaw News

newspapers booth

Mexican the hot category

(Continued from Page S-9)

enough to go for a broader, more-lasting consumer base, Mr. Johnson says.

In 1984, the latest published comparable statistics available, Dos Equis was listed as the nation's seventh largest selling imported beer with sales of 2.4 million cases.

Dos Equis already has a strong consumer base among the 25-to-49-year-old segment and will now target minimum age drinkers.

"Our feeling this year is to go for a younger base while still supporting our loyal base," Mr. Johnson says. "We want to bring new, entry-level beer consumers into the fold."

Radio spots that broke in March feature the theme "Drink for Taste, Not Trends." In the spot, a man who has been out of the singles scene for several years goes to a bar to order a Dos Equis.

"In the late 1970s, Dos Equis had its Corona run; it was the trendy beer," Mr. Johnson says. "But it's above the trend now."

Hussong's, which Moctezuma introduced in Southern California in September, was backed by spots with the slogan "We imported the fun, not the federales."

However, the spots were cancelled after complaints from consumers and Mexican radio stations.

The spots featured a comical pair of Mexican police who fear distribution of Hussong's north of the border will cost them their jobs.

Mr. Johnson says the beer, which is aimed at minimum age drinkers, has done particularly well in Southern California and and several other western states.

The brand is now available in 14 states with Denver, Colo., the easternmost market. "Its popularity will spread north and then east; that's how Corona did it," he says.

Wisdom also will do battle with new advertising for Tecate, its flagship brand, and Bohemia, via its new agency Bozell, Jacobs, Kenyon & Eckhardt, Los Angeles. Howlett-Berner & Associates, Newport Beach, Cal., former agency on these brands, will continue to handle Wisdom's Carta Blanca.

Mark Theise, Wisdom marketing services director, says radio and outdoor advertising for both Tecate and Bohemia will break in May to coincide with the Spanish holiday *Cinco de Mayo*.

Moctezuma is taking a new tack with Dos Equis, setting the mature import apart from all other Mexican beers.

Tecate, which is sold in a can, appeals to the minimum age drinker, as well as to a strong Hispanic base. The brand is supposed to be consumed with salt and lime, and this will be emphasized in advertising, Mr. Theise says.

Tecate was the 10th best selling imported beer in 1984 with sales of 1.6 million cases, according to *Market Watch*, New York, an industry trade magazine.

Wisdom, which did not disclose more recent figures, reports sales of all its Mexican brands showed an increase of 27% in 1985.

Wisdom's Bohemia is positioned against Dos Equis' 25-to-49-year-old consumer base. A heavier tasting beer, the brand will be positioned as "the Heineken of Mexican beer," Mr. Theise says.

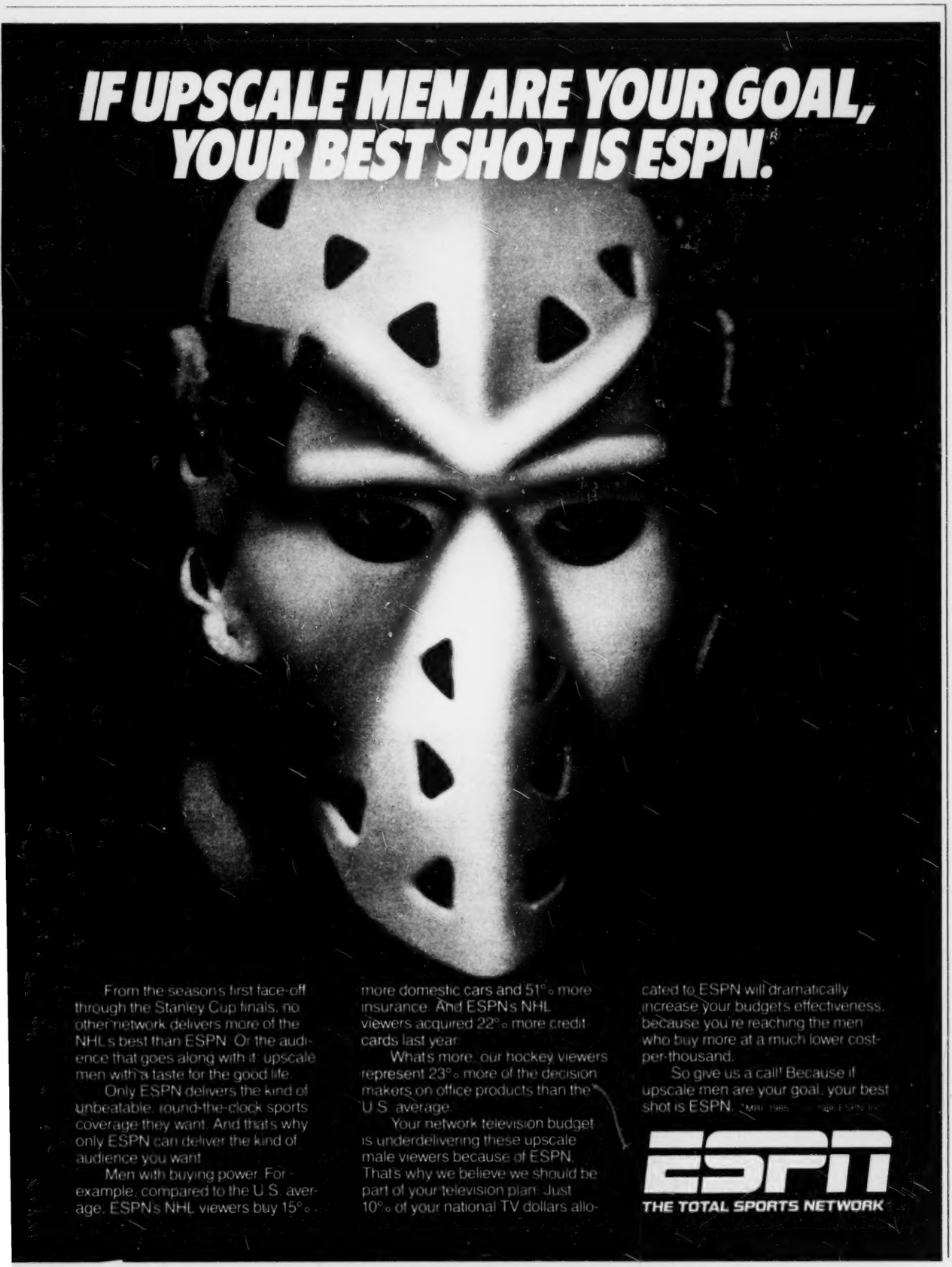
In its effort to grab a greater share of Corona's sales success, the company is marketing Chihuahua, a clear-bottled brew with colorful packaging and a label with a train on it.

While Chihuahua receives only promotional support, Mr. Theise says the imported brand has done well among younger consumers.

Whether the popularity of Mexican beer is a fad or a long-term trend is anyone's guess. But with sales mounting, marketers say they aren't going to sit around.

"The Mexican category is growing by leaps and bounds, but there's so much competition in imports right now, it's hard to say what will happen," Mr. Theise says.

"But we anticipate it growing for at least another five years."


IF UPSCALE MEN ARE YOUR GOAL, YOUR BEST SHOT IS ESPN.
From the season's first face-off through the Stanley Cup finals, no other network delivers more of the NHL's best than ESPN. Or the audience that goes along with it: upscale men with a taste for the good life.
Only ESPN delivers the kind of unbeatable, round-the-clock sports coverage they want. And that's why only ESPN can deliver the kind of audience you want.
Men with buying power. For example, compared to the U.S. average, ESPN's NHL viewers buy 15% more domestic cars and 51% more insurance. And ESPN's NHL viewers acquired 22% more credit cards last year.
What's more, our hockey viewers represent 23% more of the decision makers on office products than the U.S. average.
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So give us a call! Because if upscale men are your goal, your best shot is ESPN.
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ESPN
THE TOTAL SPORTS NETWORK

Wanted: One international creative chief

By JOHN O'TOOLE

"I want to be an international creative director," the student said to me. "What do I have to do?"

The question was so bizarre that I was unable to come up with an adequate answer at the time or for weeks after. Does such a job exist? If not, should it?

Those two questions are somewhat easier than the student's. I don't think there is such a thing as an international creative director at present. What Barry Day does at McCann-Erickson comes close, but it seems more troubleshooting than creative directing.

Should there be such a function? I can think of at least three reasons why there should be.

First, it would provide a competitive advantage to those agencies that will emerge as the global giants of the '90s. Volume growth, geographic dispersion and merging are draining them all of any creative distinction they might have garnered in early years.

The contending colossi, whatever their number, should offer advertisers some kind of choice; each should distinguish itself by means of a creative point of view. Unless they enjoy the presence of a founder who, like David Ogilvy, will nag some creative consistency into a far-flung collection of offices, they will need international creative directors.

Second, multinational and global advertisers would benefit from such professionals in the agencies they hire to apply global leverage to effective advertising ideas. An international creative director is more likely to get an imported idea tried than is an international account director, and the international creative director is more qualified to make judgments about executional alterations suggested

O'TOOLE TALK

for cultural compatibility.

Third, there would be a benefit for national clients, too. An international creative director could add substantially to the creative firepower in a local office. Coming from a major advertising market such as the U.S. or the U.K., he or she might contribute a dimension of experience and talent unavailable or unaffordable locally.

With so many advantages accruing, one might expect to see international creative directors popping up in all the big agencies.

But the trouble is the job borders on the impossible. Furthermore, the qualities it would require are found in very few.

Directing creative operations in more than one office of a single country is demanding enough. The cultural and transportational and communicational complexities of multinational work multiply those demands geometrically.

A candidate for such a job would have to bring, in addition to an extraordinary memory for names, faces, numbers, campaigns and exchange rates, a creative reputation that commands attention.

Leadership is a given, but it must be of the variety that wins loyalty and compliance by being confident, firm and better than anyone else's. It must be seen as help rather than interference.

Since the international creative director will be absent most of the time, he or she must be able to influence local creative decisions without impairing the ability of local creative directors to find brilliant solutions on their own.

The candidate's formal education would most likely be liberal arts. If a fascination with mankind's history and cultures and thought didn't precede a fascination with business and advertising, it's probably too late.

The kinds of conversations that spin out into the night in foreign cities are unlike those heard on Madison or Michigan Avenues. One's contributions to those conversations, one's demonstrated interest, can be the difference between success and failure.

For similar reasons, the candidate must have a working knowledge of the languages spoken in the most important offices. Even though most of the people in those offices speak English, ability in their languages is minimum evidence of a commitment to understanding their countrymen and their cultures.

Besides, the advertising is done in the local tongue, and no one has a right to comment on, much less direct, headlines or copy or broadcast dialog he doesn't understand.

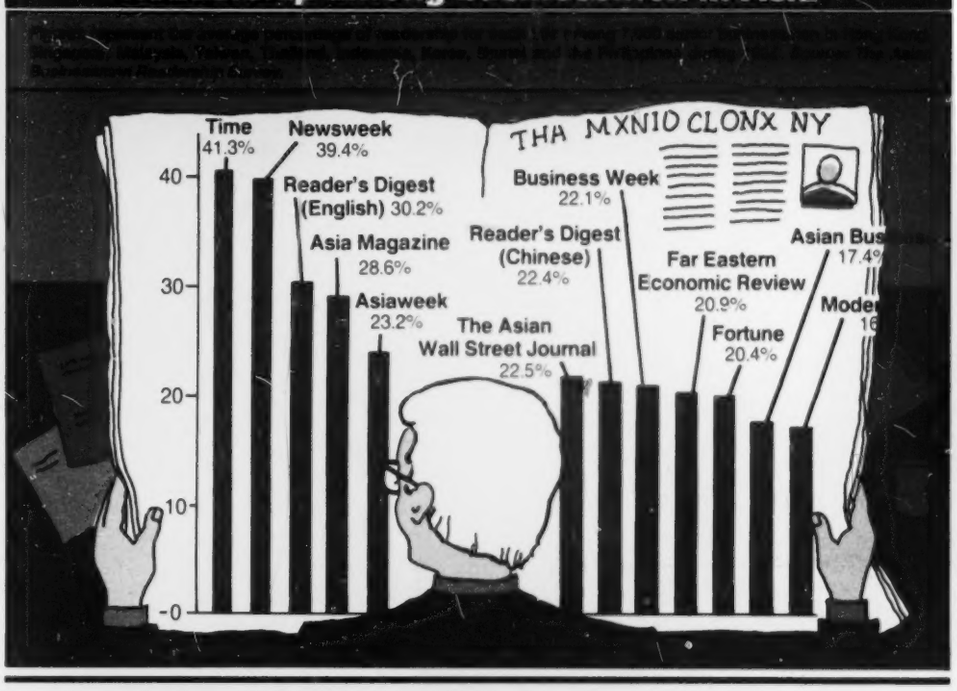
Finally, the candidate must possess remarkable physical stamina. Overseas flights are exhausting, and a country-per-day schedule soon saps the vigor of the heartiest.

I would like to think such people exist. Without them, the creative focus in major agencies will continue to be local and no one—neither client nor agency nor consumer nor the industry—will reap any creative reward from all the bigness and globalness.

I would also like to think that the student who asked me the question that started all this turns out to be one of those people.

Mr. O'Toole is the former chairman of Foote, Cone & Belding. He writes a regular column on creativity for the International section of Advertising Age.

Readership among businessmen in Asia



Y&R gunning for Ford in the U.K.

By LAUREL WENTZ

London—Young & Rubicam is believed to be targeting the $30 million Ford U.K. account, now with Ogilvy & Mather, following its gain of the $40 million Ford account from J. Walter Thompson Co. in Germany (AA, March 24).

But Y&R's goal may be more difficult to achieve than the agency believes.

Those who think Y&R has a good chance to get the U.K. account pointed to Ford's up-and-down market share in the U.K.

"Ford hasn't been doing as well as they've done in the past in the U.K.," said Nick Mustoe, manager of the General Motors Corp. account at Lowe Marschalk Worldwide here. "They're doing a lot more discounting to buy market share—it looks like distress marketing."

Ford still is the U.K. market leader, with a 26.1% market share in January and February, but GM's U.K. subsidiary, Vauxhall Motors, has climbed steadily within striking distance, to 18.1%.

Other sources said Y&R's chances are slim. A Ford source in Detroit said the company is satisfied with O&M's work in the U.K., particularly with a new campaign that will break this year.

Also, Ford's U.K. subsidiary cherishes its right to appoint its own agency locally and is loyal to O&M, Ford's agency here since 1975, sources said.

In any battle for Ford's account, Y&R's U.K. chairman, John Banks, should emerge as a key figure.

Two-and-a-half years ago, Mr. Banks was the management supervisor for the Ford account at O&M. Many believe he was hired away by Y&R during an earlier attempt to woo Ford in the U.K., but Y&R executives denied it.

"Y&R had high hopes at the time that the combination of Y&R's high standing in the U.S. for its work on Lincoln-Mercury, and the acquisition of John Banks with his Ford U.K. experience would land them the business," said a source here close to Y&R.

"There were some presentations, but essentially the European bosses of Ford were more interested in Y&R than the Ford U.K. people were.

"He [Mr. Banks] went into the presentation, and Ford's U.K. management thought very poorly of the guy who had been telling them O&M's work was best, standing up wearing a Y&R hat," said the same source. "The reaction was 'Over our dead bodies' will Y&R ever get the Ford business as long as Mr. Banks is involved."

Mr. Banks denied that he was working for Y&R here to get the Ford U.K. account, and said, "I joined Y&R Europe as head of client service. . .and that's what I did for nine months."

Other sources agreed that in a showdown the outcome could depend on the relative strengths and influences of a local pro-O&M faction and a pro-Y&R faction at the European or international level.

"Ford in Britain has always been run very autonomously, more than any of the other Ford of Europe subsidiaries," said a competing adman. "I think part of that independence is keeping their own ad agency. The problem Y&R has is that it's an international Ford agency."

Which agency ends up with the account, he said, "depends on which factions are in the ascendancy."

Canadian radio spots may grow

By DAN REMINGTON

Montreal—Canadians could be hearing a lot more radio spots if new proposals from the Canadian Radio-Television & Telecommunications Commission are adopted.

Under the new rules, all restrictions on advertising time on am radio and restrictions on the number of ads allowed per hour on fm stations would be eliminated for a two-year trial period.

In addition, beer, wine and spirits advertisers would no longer be forced to clear scripts for commercials with the CRTC before they are aired. However, regulations forbidding alcohol producers from promoting drinking would remain.

The proposals are "part of the commission's long-standing efforts to lighten the regulatory burden and place a greater emphasis on a supervisory rather than a regulatory role," said CRTC chairman Andre Bureau, chairman of the CRTC, which is Canada's version of the Federal Communications Commission in the U.S. "The commission expects the radio industry to adopt its own guidelines."

A rule forcing am stations to devote 30% of airtime to Canadian content remains, but only 7% Canadian content would be required on ethnic stations.

The commission is inviting comment on the proposals and will make a final decision after May 1.

But while the CRTC is considering opening up the radio airwaves, it is also looking into restricting certain tv ads.

The agency is now awaiting the results of a consumers' poll on whether celebrities should be prohibited from appearing in alcoholic-beverage commercials in Quebec (AA, Feb. 17).

Brewers in Quebec favor a voluntary code of ethics for such advertising rather than new, government-imposed regulations.

Newspaper Advertising MRCS/SAU Inches

January 1986 vs. January 1985

	1986 Full Run	1986 Part Run	1985 Full Run	1985 Part Run
AKRON, OH				
Beacon Journal (E)	73,977	28,752	83,057	22,454
Beacon Journal (S)	49,931	11,781	55,530	3,876
Grand Total	123,908	40,533	138,587	26,330
NOTE: Part run figures supplied by publisher to Media Records.				
ATLANTA, GA				
Constitution (M)	146,895	39,740	146,308	38,238
Journal (E)	154,686	47,520	151,983	38,817
Journal & Constitution (S)	107,185	31,716	99,436	29,788
Journal & Constitution (Sat)	35,986	——	31,150	——
Grand Total	444,752	119,976	427,877	106,843
NOTE: Constitution Morning and Journal Evening published five days a week only.				
BALTIMORE, MD				
News American (S)	19,900	2,597	23,845	2,639
News American (E)	31,008	5,461	34,125	8,863
Sun (M)	102,944	——	101,061	1,310
Sun (E)	81,146	——	87,763	1,310
Sun (S)	109,587	15,512	110,322	14,265
Grand Total	344,585	23,570	357,116	28,387
NOTE: Record Evening published five days a week only.				
BERGEN COUNTY, NJ				
Record (E)	129,199	19,912	128,823	16,128
Record (S)	110,987	20,384	99,992	15,055
Grand Total	239,186	40,296	228,815	31,183
NOTE: Record Evening published five days a week only.				
BOSTON, MA				
Herald (M)	58,047	——	39,223	——
Herald (S)	20,546	10,134	17,153	10,639
Globe (M)	133,090	6,181	123,186	6,775
Globe (S)	153,070	16,207	151,634	8,436
Grand Total	364,753	32,522	331,196	25,850
BUFFALO, NY				
News (AD)	82,608	13,439	89,639	15,179
News (S)	51,168	6,494	51,242	5,651
Grand Total	138,776	19,933	140,881	20,830
CAMDEN, NJ				
Courier Post (E)	107,434	18,595	91,011	13,691
Courier Post (S)	48,526	3,610	44,472	1,492
Grand Total	155,960	22,205	135,483	15,183
CHARLOTTE, NC				
News (E)	——	——	66,973	——
Observer (M)	110,302	——	109,172	——
Observer (S)	61,635	——	60,889	——
Grand Total	171,937	——	237,034	——
NOTE: News Evening ceased publication November 1, 1985. Part run figures not available.				
CHICAGO, IL				
Sun-Times (M)	132,157	72,625	113,742	47,154
Sun-Times (S)	60,554	19,883	50,414	23,385
*Tribune (M)	138,593	225,954	144,733	187,652
*Tribune (S)	143,687	87,709	145,356	71,615
NOTE: Tribune figures supplied by publisher to Media Records. 1986 figures represent advertising for 12/30/85 to 2/2/86. Tribune All Day changed to Morning publication effective August 19, 1985.				
CINCINNATI, OH				
Enquirer (M)	141,604	4,126	141,035	4,471
Enquirer (S)	97,944	10,301	82,982	3,886
Post (E)	61,716	7,343	66,464	17,426
Grand Total	301,264	21,770	290,481	25,783
CLEVELAND, OH				
Plain Dealer (M)	117,714	22,449	124,722	16,679
Plain Dealer (S)	78,987	3,110	82,118	3,715
Grand Total	196,701	25,559	206,840	20,394
DALLAS, TX				
News (M)	255,554	7,809	264,524	14,358
News (S)	138,742	5,648	135,603	8,917
Times Herald (AD)	199,988	25,888	216,773	14,545
Times Herald (S)	100,802	5,372	101,699	6,450
Grand Total	695,086	44,717	718,599	44,270
DENVER, CO				
Rocky Mt. News (M)	239,733	2,419	265,338	——
Rocky Mt. News (S)	71,791	347	69,868	——
Post (M)	162,663	3,066	163,550	5,111
Post (S)	89,517	488	92,391	1,387
Grand Total	563,704	6,320	591,147	6,498
DETROIT, MI				
Free Press (M)	90,548	24,195	83,991	32,442
Free Press (S)	45,048	19,897	38,435	23,228
News (AD)	121,531	38,767	124,947	33,970
News (S)	78,654	20,957	73,164	19,084
Grand Total	335,781	103,816	320,537	108,724
FORT LAUDERDALE, FL				
News & Sun-Sentinel (S)	88,567	——	97,631	——
Sun-Sentinel (M)	280,009	——	290,931	——
Grand Total	368,576	——	388,562	——
NOTE: Part run figures not available. Morning figures include the Saturday Edition.				
FORT WAYNE, IN				
Journal Gazette (M)	64,214	——	66,120	——
Journal Gazette (S)	52,077	——	41,742	——
News Sentinel (E)	67,523	——	75,716	——
Grand Total	183,814	——	183,579	——
NOTE: Part run figures not available.				
GREENWICH/STAMFORD, CT				
Time (E)	65,206	300	68,937	——
Time (S)	38,114	——	36,717	——
Advocate (E)	77,905	2,256	80,591	——
Advocate (S)	40,680	——	37,285	——
Grand Total	221,905	2,556	223,530	——
HARTFORD, CT				
Courant (M)	127,780	22,124	124,464	22,914
Courant (S)	72,766	81,411	74,612	72,797
Grand Total	200,546	103,535	199,076	95,711
HONOLULU, HI				
Advertiser (M)	109,669	——	113,385	——
Star-Bulletin (E)	105,549	——	108,388	——
Star-Bulletin & Advertiser (S)	66,139	——	58,556	——
Grand Total	281,357	——	280,329	——
HOUSTON, TX				
Chronicle (AD)	199,702	30,057	255,573	30,609
Chronicle (S)	108,412	13,753	116,520	17,629
Post (M)	147,320	26,926	160,920	33,216
Post (S)	68,861	7,074	57,114	19,485
Grand Total	524,295	77,810	588,127	100,939
LONG BEACH, CA				
Press Telegram (M)	102,721	42,826	95,389	——
Press Telegram (S)	46,450	1,286	40,868	——
Grand Total	149,171	44,112	136,257	——
NOTE: 1985 Part run figures not available.				
LONG ISLAND, NY				
Newsday (E)	153,876	38,037	140,420	34,805
Newsday (S)	83,012	41,415	74,682	43,547
Grand Total	236,888	79,452	215,102	78,352
LOS ANGELES, CA				
Times (M)	272,748	246,337	268,116	223,608
Times (S)	151,712	83,601	161,792	71,197
Herald-Examiner (M)	67,866	4,444	52,069	11,033
Herald-Examiner (S)	15,267	2,303	12,100	2,745
Grand Total	507,593	336,685	494,077	308,583
LOS ANGELES/SAN FERNANDO VALLEY, CA				
News (M)	190,084	24,502	159,786	31,650
News (S)	70,870	29	62,194	10,758
Grand Total	260,954	24,531	221,980	42,408
***LOS ANGELES/TORRANCE, CA**				
Breeze (E & S)	191,446	——	174,156	——
Grand Total	191,446	——	174,156	——
NOTE: Figures supplied by publisher to Media Records.				
***LOUISVILLE, KY**				
Courier Journal (M)	82,958	41,897	84,585	39,981
Courier Journal (S)	53,472	40,575	49,275	31,589
Times (E)	72,463	45,991	77,429	52,952
Grand Total	208,893	128,463	211,289	124,522
NOTE: Figures supplied by publisher to Media Records.				
MIAMI, FL				
Herald (M)	148,487	——	164,446	——
Herald (S)	82,425	——	86,256	——
News (E)	53,790	——	59,608	——
Grand Total	284,702	——	310,310	——
NOTE: Part run figures not available.				
MINNEAPOLIS, MN				
Star & Tribune (AD)	90,967	16,636	96,918	19,303
Star & Tribune (S)	109,972	1,504	96,783	402
Star & Tribune (Sat)	20,399	——	19,617	——
Grand Total	221,338	18,140	213,318	19,705
***NASHVILLE, TN**				
Banner (E)	90,779	——	98,868	——
Tennessean (M)	91,977	——	99,236	——
Tennessean (S)	67,610	——	65,663	——
Grand Total	250,366	——	263,767	——
NOTE: Figures supplied by publisher to Media Records.				
NEW BRUNSWICK, NJ				
Home News (E)	69,969	45	68,422	——
Home News (S)	44,737	2,263	45,616	1,660
Grand Total	114,706	2,308	114,038	1,660
NEW YORK, NY				
Times (M)	146,763	14,089	137,487	14,358
Times (S)	167,373	61,350	164,273	62,343
News (M)	54,261	72,401	53,913	89,525
News (S)	31,637	51,280	29,913	47,538
Post (AD)	52,914	936	48,718	866
Grand Total	452,948	200,056	434,304	214,630
NEWARK, NJ				
Star Ledger (M)	173,786	4,991	167,474	5,551
Star Ledger (S)	151,014	15,251	139,287	12,599
Grand Total	324,800	20,242	306,761	18,150
OAKLAND, CA				
Tribune (M)	88,904	60,203	79,654	45,469
Tribune (S)	41,068	18,754	36,683	17,044
Grand Total	129,972	78,957	116,337	62,513
OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY				
Blade-Tribune (E)	80,990	3,923	——	——
Blade-Tribune (S)	36,288	——	——	——
Grand Total	117,278	3,923	——	——
NOTE: 1985 figures not available.				
ORANGE COUNTY, CA				
Register (AD)	297,007	61,506	276,262	68,074
Register (S)	99,286	5,491	103,908	5,684
Grand Total	396,293	66,997	380,170	73,758
PHILADELPHIA, PA				
Inquirer (M)	128,274	31,613	139,140	35,221
Inquirer (S)	105,463	19,389	108,253	17,180
News (E)	66,746	1,225	65,569	3,406
Grand Total	300,483	52,227	312,962	55,807
***PHOENIX, AZ**				
Arizona Republic (M)	240,738	12,847	201,314	9,767
Arizona Republic (S)	195,539	12,936	192,403	9,912
Gazette (E)	129,964	——	128,809	——
Grand Total	566,241	25,783	522,526	19,679
NOTE: Figures supplied by publisher to Media Records.				
***ST. LOUIS, MO**				
Post Dispatch (M)	87,787	29,532	71,934	27,490
Post Dispatch (S)	89,544	——	87,622	——
Grand Total	177,331	29,532	159,556	27,490
NOTE: Figures supplied by publisher to Media Records.				
ST. PAUL, MN				
Pioneer Press Dispatch (AD)	70,795	——	84,695	——
Pioneer Press Dispatch (S)	75,742	——	73,786	——
Grand Total	146,537	——	158,481	——
NOTE: Part run figures not available.				
SAN ANTONIO, TX				
Express-News (AD)	123,993	23,149	116,585	10,237
Express-News (S)	69,562	15,912	72,464	8,403
Express-News (Sat)	34,186	——	33,727	——
Light (AD)	120,120	25,251	107,526	25,951
Light (S)	63,250	11,928	68,066	10,824
Light (Sat)	28,033	——	30,931	——
Grand Total	439,144	76,240	429,299	55,415
NOTE: Light All Day published five days a week only.				
SAN DIEGO, CA				
Union (M)	199,604	24,491	187,969	9,581
Union (S)	101,995	——	96,228	——
Tribune (E)	210,271	25,351	195,862	9,913
Grand Total	511,870	49,842	480,059	19,494
SAN FRANCISCO, CA				
Chronicle (M)	122,286	58,031	121,558	54,695
Examiner & Chronicle (S)	70,535	22,218	69,211	23,954
Grand Total	192,821	80,249	190,769	78,649
SAN JOSE, CA				
Mercury News (AD)	272,205	25,645	274,865	24,433
Mercury News (S)	124,249	——	114,841	——
Grand Total	396,454	25,645	389,506	24,433
SHREVEPORT, LA				
Journal (E)	79,758	2,254	77,895	5,640
Times (M)	98,625	6,169	97,837	10,930
Times (S)	53,350	2,229	50,290	5,425
Grand Total	231,733	10,652	226,022	21,995
***STATE COLLEGE, PA**				
Centre Times (E)	53,118	2,177	68,481	3,794
Centre Times (S)	20,899	220	16,932	——
Grand Total	74,017	2,397	85,413	3,794
NOTE: Figures supplied by publisher to Media Records.				
SYRACUSE, NY				
Herald Journal (E)	70,297	18,425	75,474	24,477
Herald American (S)	39,431	25,478	39,934	20,262
Post-Standard (M)	63,935	20,169	64,934	24,315
Grand Total	173,663	64,072	180,342	69,054
***TAMPA, FL**				
Tribune (AD&S)	245,300	85,331	287,319	79,486
Grand Total	245,300	85,331	287,319	79,486
NOTE: Figures supplied by publisher to Media Records.				
***TOLEDO, OH**				
Blade (E)	76,286	——	88,615	——
Blade (S)	65,626	——	61,240	——
Grand Total	141,912	——	149,855	——
NOTE: Figures supplied by publisher to Media Records.				
WASHINGTON, DC				
Post (M)	241,687	27,439	238,180	24,713
Post (S)	127,573	14,490	127,442	12,883
Grand Total	369,260	41,929	365,622	37,596
Alexandria Journal (M)	56,635	119	49,909	——
Prince George's Journal (M)	48,282	74	44,715	263
Montgomery Journal (M)	50,549	74	45,551	——
Fairfax Journal (M)	57,085	203	51,446	——
Arlington Journal (M)	56,544	119	50,895	——
NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.				
WESTCHESTER ROCKLAND, NY				
Reporter Dispatch (E)	66,411	9,468	65,382	12,326
Reporter Dispatch (S)	59,271	12,830	47,205	6,508
Grand Total	125,682	22,298	112,587	18,834
WICHITA, KS				
Eagle-Beacon (M)	79,341	——	109,037	——
Eagle-Beacon (S)	66,225	——	51,180	——
Grand Total	145,566	——	160,217	——
NOTE: Part run figures not available.				

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page

Century 21 campaign homes in on No. 1

By BRIAN LOWRY

IRVINE, CAL.—Century 21 Real Estate Corp. is committing a third of its annual $25 million network tv budget to a new second-quarter campaign reasserting its No. 1 status in the single-family segment.

The real estate network is spending more money than ever before to undercut the advertising claims of competitors, such as Sears, Roebuck & Co.'s Coldwell, Banker Real Estate Group, Los Angeles, and ERA Real Estate, Shawnee, Kan., that they occupy the top spot.

Those claims involve "distorting figures," charged Century 21 senior vp-marketing Bruce Oseland.

For example, Coldwell, Banker is the nation's No. 1 corporate real estate agent, though its share of the single-family dwellings segment is estimated at 5.6%.

Century 21 claims it has an 11.4% share of the single-family segment —more than twice that of any competitor.

Single-family homes are estimated to represent 56% of the entire $25 billion residential and commercial real estate market.

The No. 1 label is a vital part of Century 21's marketing strength, Mr. Oseland said. "All our research tells us that most people like to do business with a real estate company that is already the most successful in the area," he said.

The three new 30-second spots, airing tonight on CBS-TV's "Newhart" and "Cagney & Lacey," continue the company's 2-year-old "Put No. 1 to work for you" theme.

"Who sells more homes than anyone else?" a blues-style singer asks in the campaign's centerpiece ad. The commercial uses images of a wide spectrum of homes that Century 21 sells.

"We think this spot will clear up any consumer confusion generated by our competition," said Martha Barrett, director-advertising.

Another spot, entitled "Power to move," shows a legion of gold-coated Century 21 agents surrounding a home, accompanied by a musical score, literally hoisting the home off the ground. "No one's got the power to move real estate like Century 21," actor James Coburn says in the voiceover.

"Power to move" doesn't use the "Put No. 1 to work" line because it also will air in foreign markets where the company isn't No. 1. Century 21 is already in Japan, France and Canada and will enter Australia for the first time this year, Mr. Oseland said.

The final spot continues the "agent as hero" format of previous campaigns.

Metropolitan Life Insurance, New York, acquired Century 21 last year (AA, Aug. 26). McCann-Erickson, Los Angeles, handles the account, in concert with McCann executive creative director John Bergin in New York.

Century 21 tv ads boast of its agents' "power to move" homes.

The account team includes Dennis Foley, executive creative director; Terri Krausse, art director; Deborah Sirulnik, associate creative director-copywriter; Kim Carlson, account supervisor, and Jim Foley, vp-management supervisor. Directors included Haskell Wexler, Richard Loncraine and Ron Lieberman.#

13-30

(Continued from Page 3)

by July 1.

In a joint interview last week, both men stressed their parting was amicable.

"To say we've never said a harsh word would be a joke," Mr. Whittle said, "because people have heard us shouting through doors. People change, times change, companies change. It's best to recognize that and move on."

Added Mr. Moffitt, who continues as EMG's president, ceo and editor-in-chief: "There's some point, if you're an entrepreneur, you just go build on your own ...Now we can each set our own priorities and choose challenges significant to us as individuals."

P. Moffitt C. Whittle

After meeting at the University of Tennessee, the two men and some friends began publishing *Nutshell*, an annual magazine distributed free to college students, in fall, 1969. The next year, they and a larger group formed 13-30 Corp., so named because its media projects would appeal to those in that age range.

In May, 1979, by which time 13-30 had become profitable and entered other special markets, Messrs. Whittle and Moffitt took a gigantic step up in class by buying, with ANH's help, *Esquire*.

During the four-plus years it took them to move *Esquire* back into the black, many members of the marketing and media communities here derided the efforts of what they termed "the boys."

But they soon earned respect, not to mention ad dollars, as they simultaneously expanded 13-30's and *Esquire*'s operations.

The former company expanded its presence in the educational market and entered the business, health and entertainment fields.

The latter made entries into book publishing, poster centers and video.

Along the way, of course, there have been miscues, including abortive efforts in film and tv, and overambitious growth estimates, such as a 1983 projection of $200 million-to-$250 million in revenues by '87 to '88.

After the splitup, Messrs. Whittle and Moffitt said, each intends to focus on fields he is already in, not competing directly with the other.

EMG will be "launching a series of magazines in the next few years," said Mr. Moffitt. Word is due later this month on the first, believed to be *New York Woman*, the initial title in what sources say is a planned network of regional women's magazines.

Whittle Communications will "continue in the specialized media field," said Mr. Whittle, "launching four to six new vehicles a year," as well as entering related areas.

Following are the financial details of the restructuring:

Mr. Moffitt, ANH and EMG will acquire Mr. Whittle's interests and rights in EMG, save for a small share, for about $10 million. Mr. Moffitt, EMG's largest shareholder, will become controlling shareholder. ANH will hold the second largest block of shares, followed by EMG's top management, such as Alan Greenberg, exec vp-group publisher, and original 13-30 investors. Mr. Whittle will resign his operating duties, but continue as chairman until 1988.

Mr. Whittle and ANH will acquire Mr. Moffitt's interests in 13-30, as well as those of the company's 29 other investors, for $30 million in cash and notes. At that time, 13-30 will be converted from a corporation to a limited partnership called Whittle Communications, in which Mr. Whittle and ANH will be general partners, with the former controlling operations, and about 30 top executives, such as president-ceo Nicholas Glover, as limited partners. Mr. Moffitt will resign his operating duties, but will retain the title of co-founder until 1988 and will buy a limited partnership in Whittle Communications.#

Breakfast

(Continued from Page 4)

tries, Winston-Salem, N.C., may dabble in the category through its Morton frozen-food brand, Pet Inc. group president Raymond Felitto said.

He said Minneapolis-based Pillsbury could enter the market through its Green Giant brand and that H.J. Heinz Co., Pittsburgh, could enter through its Weight Watchers brand.

ConAgra's Frozen Food Co. is testing Banquet Cafe Classics, a premium-price line of omelet-based entrees. In so doing, ConAgra is taking a gamble, industry sources say. Campbell Soup's Mr. van Beuren allows that the frozen omelet is the slowest seller in the Great Start line, because, he says, people "don't realize what excellent quality you can get from a frozen egg."

ConAgra Frozen believes its omelets will overcome any similar resistance because they have "flair," said Nick Rago, president of ConAgra Frozen Food Cos., St. Louis. Cafe Classics give consumers "the opportunity to have a unique breakfast in six to ten minutes in the microwave," Mr. Rago said, and are "unique" enough to make a good meal any time of day.

The Cafe Classics line includes items such as San Francisco Crepes filled with spinach, cheese and sausage, Crepes Manhattan filled with ham and cheese and served with escalloped apples and a Crabmeat Omelet. The entrees retail for between $2.79 and $3.

Cafe Classics began selling into grocery stores in January in six test markets: Albany, Boston, Dallas, Denver, Florida and Hartford. Its $22.5 million (nationally projected) media schedule kicked off Jan. 27 with tv spots themed "Seven light meals for people who eat anytime they can find time." Fallon McElligott Rice, Minneapolis, handles.

St. Louis-based Pet Inc.'s entry capitalizes on its Downyflake name, which has the largest share of the frozen waffle category, a leadership position that prompted it to enter with its own frozen breakfast entree. The company calls its entry "a defensive measure so other frozen breakfast-entree entries don't take our waffle share away and an offensive measure to grab additional business," Mr. Felitto said.

Downyflake Breakfast Classics this month began selling into grocery stores in Milwaukee and two other unnamed markets. The five-item line is priced in the $1.35-to-$1.50 range between Swanson Great Starts and Banquet Cafe Classics.

The product will receive spot tv and couponed freestanding newspaper insert support via Grey Advertising, New York.

Fast-food chains played a major role in making the public aware of breakfast again by pumping dollars into breakfast advertising, said Campbell Soup's Mr. van Beuren. Fast-food chains "took the general awareness of breakfast and put some punch behind it."

Chains such as Burger King and McDonald's Corp. have begun strengthening their breakfast menus with new products and bolstering their ad budgets accordingly (AA, Feb. 24). Breakfast already accounts for 20% of McDonald's sales while Burger King told a group of industry analysts in February it's aiming at breakfast being 10% of sales, up from 6% to 7% now.

In the $120 billion restaurant industry, breakfast sales were up 7.4% last year while industrywide sales rose only 3.1%, according to the National Restaurant Assn.

"Restaurants are usually the precursors of what's happening in the supermarket," said Pet Inc.'s Mr. Felitto. Restaurant trends also heighten grocery retail buyers' interest in new-food categories, which can be good when shelf space is tight, he added.

The rise of the dual-income household and increased microwave penetration have created a "positive environment for convenient, frozen breakfasts," he added.

The frozen breakfast-entree category could see "a 100%-to-200% upside before it flattens out," Mr. van Beuren predicted. "As people become more and more aware of being able to get a good, tasty breakfast from a microwave oven, sales will multiply."

Making people aware of the improved quality of frozen breakfasts is the big issue. As more players enter the market, and thus more ad dollars are spent, the problem will solve itself, Mr. van Beuren added.

Quality is another factor that could make or break the category, Pet Inc.'s Mr. Felitto said. If frozen food makers can match or surpass the quality of a fast-food breakfast, the category could hit $400 million in five years, he said.

Lucrily the demographics of a fast-food breakfast eater and a frozen breakfast-entree eater are different enough to provide real growth opportunities for the frozen segment, Mr. Felitto said. Fast-food is oriented more toward adolescents, teens and young adults as a "treat experience" while frozen breakfasts are aimed at the 24-to-49-year-old "upscale yuppie" audience—a group that is less likely to eat fast-food.#

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